one principle opinion set if the similarity between the filtered opinions is greater than a second threshold.

44. The apparatus according to claim **43**, wherein the similarity is calculated taking into consideration at least one of the factors including importance of a term in the expression and semantic similarity between terms.

45. The apparatus according to claim **44**, wherein two opinions comprise a first opinion and a second opinion voting the first opinion; and the similarity between the two opinions is set to a first similarity value.

46. The apparatus according to claim **44**, wherein two opinions comprise a first opinion and a second opinion citing the first opinion; and the similarity between the two opinions is set to a second similarity value.

47. The apparatus according to claim **40**, wherein the reputation generator is further configured to generate the reputation value based on the number of opinions in each principle opinion set, its opinion set average similarity and its average rating value.

48. The apparatus according to claim **47**, further comprising:

a first rater configured to set a rating for an opinion that fails to provide a rating on the associated entity.

49. The apparatus according to claim **40**, further comprising:

a visualizer configured to visualize the opinions and the entity's reputation by reference to the at least one principle opinion set.

50. The apparatus according to claim **40**, further comprising:

a first recommender configured to recommend an entity based on its reputation value.

51. The apparatus according to claim **40**, further comprising:

a second recommender configured to calculate an estimated rating of a user on a candidate entity, which the user has not commented, based on ratings of other users and existing opinions of that user and the other users, and to recommend the candidate entity based on the estimated rating.

52. The apparatus according to claim **40**, further comprising:

an opinion estimator configured to generate an estimated opinion of a user on a candidate entity, which the user has not commented, based on opinions of other users and existing opinions of that user.

53. The apparatus according to claim **40**, further comprising:

a third recommender configured to recommend an entity, which a first user has not commented, based on a second user's sentiment on the entity, wherein the first and second users have similar opinions on other entities.

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